



Governor's Summit on Health, Nutrition and Obesity Honor Roll Fact Sheet

Governor Arnold Schwarzenegger's Summit on Health, Nutrition and Obesity yielded immediate results that will improve the health and physical fitness of Californians and combat our state's obesity crisis. The Governor's September 15, 2005, Summit lived up to its "Action Summit" moniker as the leadership of many community organizations and of the largest companies doing business in California answered the Governor's challenge and announced new initiatives that will provide California consumers with more healthy food options and opportunities for physical activity, and provide compelling educational information to inspire healthy choices.

Leading organizations located in California were recognized as members of its "Summit Honor Roll," a designation of honor reserved for those organizations that responded to the Governor's call to meet California's obesity epidemic with new and innovative initiatives to improve overall health outcomes. The Governor's Summit Honor Roll recognized groups for their leadership, vision and commitment to the health of all Californians, and for their contributions toward realizing the Governor's vision for a Healthy California.

The following companies make up the Governor's Summit Honor Roll. We also include brief descriptions of the most significant initiatives the companies announced in response to Governor Schwarzenegger's call to respond to California's obesity crisis. For more information on these initiatives, please contact the organizations directly.

Please note:

- The organizations are listed below in alphabetical order only.
- The initiatives detailed below apply only to each organization's California operations, unless otherwise noted.

American Academy of Pediatrics

- Provide doctors and family practitioners with tip sheets for parents and kids about obesity prevention.
- Commitment to distribute parent education materials to California pediatricians and family practitioners about how to talk to parents and patients about obesity issues, in partnership with Johnson & Johnson's McNeil Nutritionals and LifeScan.

Blue Cross of California - Total CA membership: 7 million

- Measure Body Mass Index (BMI) as a vital sign and document in the patient medical record (Goal: 50 percent of providers in three years).
- Work with the Integrated Healthcare Association to develop and implement appropriate performance tools to measure provider performance around obesity prevention and treatment.

- Focus on childhood obesity by distributing resources including BMI wheels and the “Get Up and Get Moving!” family workbook to 13,000 physicians and developing medical education programs and reference materials for physicians.
- Launching “Kids In Charge of Calories” (KICK), a disease management program for members 6 to 12 years of age and their families.
- Raise public awareness of the childhood obesity, improve nutrition and increase physical activity through a health improvement program and strategic partnerships with organizations such as the Governor’s Council on Physical Fitness and Sports, California 5-A-Day, and local school districts.

Brenden Theatres

- Introduce California Healthy Combo in California theatres. Combos offer a fresh and healthy option at the movies and will include bottled water, healthy trail mix and fruit or salad bowl.
- Run public service announcements for the Get Healthy California campaign before movies.

California Association of Health Plans (CAHP) - Total California membership: 21 million

CAHP’s commitment will total \$30 million over the next three years and be implemented within its 35-member health plans, reaching 21 million health care consumers. Commitments include:

- Create and distribute Provider Tool Kits to assist physicians in educating patients on issues of obesity
 - Targeted programs for providers to document and report body mass index (BMI) in medical records
 - Specialized Provider Tool Kits focused on adults and children
- Provide disease management programs focused on obesity
- Develop member incentives, education and outreach programs

See Blue Cross, HealthNet, Kaiser Permanente, LA Care and PacifiCare for more information on what the individual health plans are doing.

California State PTA

- The California State PTA joined the National PTA to partner with Parents’ Action for Children in the creation and distribution of resources for local PTA units to use to foster healthier lifestyles for families through schools and homes.

Dole

- Implement the *School Salad Days* pilot program:
 - Donate 50 full-service, portable salad bars to California public schools over the next two years.
 - Commit to help train food service staff on use of salad bars and engage students in eating fresh fruits and vegetables.
- Develop a fundraising fruit basket as a healthy fundraising option.
- Develop a school teachers’/administrators’ toolkit as an educational component to salad bars and encourage edible gardens in all schools.

El Pollo Loco

- Eliminate trans fats in tortillas.
- Introduce new tray liner and other promotional items to market and advertise healthy food options.
- Introduce new healthy product: chicken tortilla soup.
- Introduce new meal offerings that encourage healthy eating, such as the soup & salad combination meal, skinless chicken breast meal with steamed vegetables and others in the coming months.
- Actively promote and market low fat product offerings.

Entertainment Industry Foundation

- Partner with Get Healthy California and The California State Alliance to launch a multi-year public education campaign involving high-profile entertainers to inform the public on the impact of the obesity crisis on personal health and aid obesity prevention efforts.

HealthCorps

- Inaugurate the HealthCorps Volunteer Program for California, program patterned after the Peace Corps that recruits and trains carefully selected volunteers to educate children across the nation on wellness awareness for a two-year period.
 - Education of all California volunteers will be lead by Touro College.

HealthNet - *Total CA membership: 2.1 million*

- Offer Weight Watchers' discounts, other weight management programs and selected fitness clubs to all members, and provide weight management services and health education to Medi-Cal and Healthy Families enrollees. (*Estimate 4,000 members will participate*)
- Invest \$1.5 million in grants to fight obesity among Medi-Cal and Healthy Families members, with an emphasis on childhood obesity prevention.
- Launch "It's Your Life" online weight management program. (*Reach: 40,000*)
- Sponsor culturally appropriate children's activities geared toward healthy eating and send educational materials encouraging healthy eating and exercise to members and providers. (Materials to 1.5 million members and 48,000 providers)

Kaiser Permanente - *Total CA membership: 6.5 million*

- Commit \$18.5 million over the next five years to community based efforts to promote healthy eating and active living. (\$9.5 million in grants to improve access to healthy food and physical activity; \$9 million to support environmental and policy changes that create healthier schools, workplaces and neighborhoods.)
- Incorporate "BMI as a Vital Sign" into its electronic medical record system.
- Train 1,000 safety-net physicians and community health professionals to identify overweight individuals and provide appropriate patient advice and counseling.

Kraft

- By the end of 2006, Kraft will voluntarily change its marketing guidelines so that only products that meet Kraft's *Sensible Solution* nutrition standards will appear on Kraft websites that primarily reach children ages 6-11. This strengthens earlier voluntary marketing policy changes.
- Introduce Nabisco 100% Whole Grain cookies and crackers, including *Wheat Thins* crackers and *Fig Newtons* cookies, each of which is baked with 100% whole grain and contains 0g trans fat per serving.
- Pledge \$2 million in grants over the next two years to support healthier lifestyles in California.
- Launch a Health Coach program for employees, including over 3,500 California-based employees.

Integrated Healthcare Association

- Adopted the Healthy Alternatives Vending Policy, calling for all member organizations to have 50% healthy food and beverage choices in vending machines, affecting more than 200,000 employees. By partnering with other business and trade groups, 1 million employees will be reached by Dec. 2005.
- Create a new clinical metric designed to determine the proportion of overweight or obese patients counseled about diet and exercise. This new clinical measure will encourage over 335,000 doctors to screen counsel patients about obesity, nutrition and exercise.

LA Care - Total CA enrollment: 800,000

- Implement a comprehensive childhood obesity program that includes unique weight management programs for children that provide structured approaches to exercise and nutrition, family-based weight management services for children, and weight management and fitness programs for youth.
- Develop a pilot program to teach families how to prepare healthy meals.
- Work with "promotoras" and other community health workers to conduct culturally and linguistically appropriate outreach and education on obesity.
- Measure BMI as a vital sign, and assess whether doctors are properly and regularly performing and documenting BMI measurements.
- Distribute a comprehensive obesity prevention toolkit to reach 3,200 health care providers in Los Angeles County.

Latino Health Access

- Launch a project to create a new park for families most heavily impacted by the obesity and inactivity epidemic in Santa Ana.
- Create neighborhood Cooperativas that will offer supervision and opportunities for physical activity to low-income children living in communities that lack safe, accessible areas for play.
- Implement community-based strategies to improve access to fruits and vegetables in low-income neighborhoods.
- Implement a community-based program for overweight children that includes education for children and their parents, home visits, dietician services, and regular after school physical activity.
- Provide leadership and advocacy training to mothers. Provide nutrition and fitness education, and advocacy training to youth.
- Engage in strategic partnerships to achieve systemic changes such as increased access to safe open spaces, and changes in city regulations, school policies and community engagement.

Lewis Operating Corp.

- Extending Lewis' commitment to developing communities that promote healthy and active living to new communities in Riverside County, where Lewis will break ground in 2007 and 2008, as well as many other communities to be built in the next 10 years.
- Design an extremely pedestrian-oriented community plan that features a mixture of uses, compact forms, strong connectivity of streets and paths; pocket parks and larger parks; housing for a full mix of income levels; community gardens; provisions for public transit; nearby schools, so kids will have safe routes to school; physical structures to promote healthy living, such as community centers, swimming pools, and parks and gymnasiums used by schools and community members; and partner with counties and cities to create Healthy County/City activities.

McDonald's

- Introduce dedicated tray liners to Get Healthy California public messages for two months (more than 130 million impressions).
- Promote healthy choices in Happy Meals to customers at point of purchase.
- Provide point-of-purchase (POP) messaging opportunities to Get Healthy California both in-store and at drive-thru window.

PacifiCare - Total CA members: 1.4 million

- Increase measurement of BMI, and track patients based on BMI risk scores and add measurement of provider performance on anti-obesity initiatives to public report cards and incentive programs.
- Increase preventive screening and health risk assessments for patients and employees by 50 percent.
- Increase and track member participation in weight management services, including fitness programs and case management services. Specifically, within three years, increase patient enrollment in the "Taking Charge" fitness program by 15 percent and double participation in "Health Credits Program", which provides incentives and tools for healthy living.
- Initiate employee worksite wellness programs with expanded fitness choice, healthier vending machines and employee incentives for healthy choices.
- Distribute a provider "toolkit" including BMI tables, assessment materials and patient and provider educational materials to every provider.

Ruiz Foods

- Eliminate trans fats from all products.
- Develop a new product line that meets child nutritional guidelines set by the Food and Drug Administration.
- Improve company website to provide easy access to nutritional information.
- Introduce comprehensive employee wellness and obesity prevention initiative, including healthier food options in its cafeteria, regular health fairs and clinics for employees and their families, improved health benefits, Weigh Watchers program, master plan that promotes exercise and walking and providing bottled water to all employees.

Safeway

- Expand Safeway's ready to eat "Eating Right"™ product line to increase access to healthy food choices. These products will include special labeling and nutritional information to better inform consumer choices.
- Launched in California, develop and market Safeway's products with specially designed nutritional icons that help consumers make better and more informed eating choices. Safeway teamed up with health experts (such as UCSF Research Chair Dr. Dean Ornish) to develop those symbols.
- Launch an initiative, beginning in California stores, to integrate natural and organic foods into every aisle, group healthy products, and make healthier option sections more readily identifiable.
- Safeway will test consumer response to the integration of healthier products into every facet of the store, including the checkout aisles, in select California markets.

7-Eleven

- California's 7-Eleven stores will lead the nation with the rollout of PICK SMART™ products, a new proprietary selection of sandwiches and wraps with lower fat and calorie content.
 - Sandwiches and wraps, the next generation of 7-Eleven fresh foods, are made and delivered fresh daily to each store and must meet strict dietary guidelines to carry the PICK SMART™ label.

These requirements are: (1) no more than 420 calories per serving, and (2) no more than 10 grams of fat per serving.

- All PICK SMART™ sandwiches and wraps adhere to the American Dietetic Association's recommendations.

Subway

- Launch a new meal options that include a low-fat sub (6" for adults; 4" for kids), low-fat milk, apples and raisins.
- Build meals around fixed serving sizes, are low in fat and calories, and contain critical nutrients like fiber, protein and calcium.
- Launch new meals immediately in 1,700 Subway restaurants across California.

24 Hour Fitness

- Partner with the California Governor's Council on Physical Fitness & Sports to provide free 30-day memberships to 24 Hour Fitness for any high school student in California signing up for the first phase of the Governor's challenge at www.activeca.org. Students completing the first phase of the Governor's challenge receive an additional 90-day free membership to 24 Hour Fitness, thereby completing their "Free Semester." At the end of the "Free Semester" program each student is given a customized, personal physical activity plan to help them stay active. The free memberships can be redeemed at all 24 Hour Fitness Centers in California (183 centers).
- Partner with the Boys & Girls Clubs of California to donate equipment and training time to eight Boys & Girls Club locations. Provide free access to Boys & Girls Clubs in close proximity to 24 Hour Fitness Centers (50).

Westfield Shopping Centers

- Promote healthy choice retailers in mall food courts and other in-mall restaurants by providing customers with easy-to-use guides to healthy choices on menus, table tents and tray liners.
- Introduce Westfield Fitness Blast, a mall-based program that engages shoppers in healthy living seminars at Westfield shopping centers including mall walking programs, yoga demonstrations, tai-chi, healthy cooking classes and health checks.

Yahoo!

- Develop daily messages to propagate Get Healthy California public education messages including voice and likenesses of campaign spokespeople.
- Messages remain persistent on user desktops and provide all types of information to Yahoo! users to inspire them to get healthy.